



the 3.8 litre

DAIMLER MAJESTIC

with disc brakes and automatic transmission





DAIMLER 3·8—litre MAJESTIC

We present the Daimler MAJESTIC—a luxury car with a dual personality, its character changing to match your mood of the moment. On great—and small—occasions, this spacious saloon glistens with all the dignity and grandeur of its name. Docile and silent it glides through city traffic without apparent effort precision-driven by automatic transmission. You arrive at your engagement, clothes and nerves unruffled—consciously grateful for that added touch of confidence.

On the open road, the temperament of the MAJESTIC varies with your will. Should you wish for speed . . . up to 100 m.p.h. . . the car is eager to obey. Elegance becomes sleekness as you unleash the potent 3.8 litre engine. Magnificent suspension and roadholding invites fast, safe cornering. And, at all times, those fabulous disc brakes are poised—equally responsive to the touch of caution or the stab of urgency.



saloon



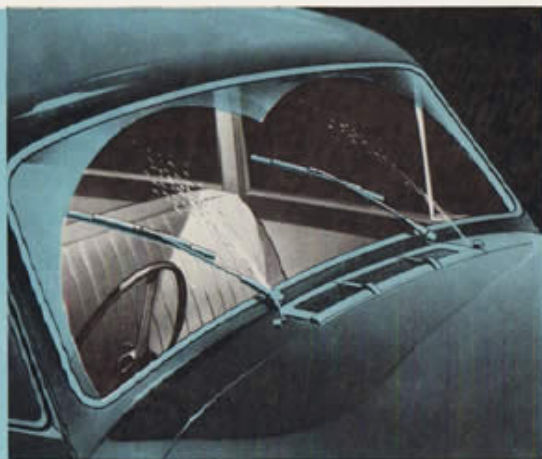
Viewed from any position—physical or figurative—here is a car for the connoisseur. Here is a spirited blending of artist and craftsman, of tradition and technique. Here is a car for the man who enjoys his motoring, who appreciates the feel of a thoroughbred at his fingertips. Here. . . is the Daimler MAJESTIC.



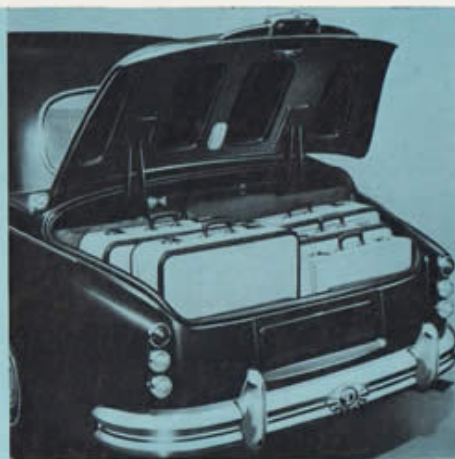
Features of Distinction from the MAJESTIC



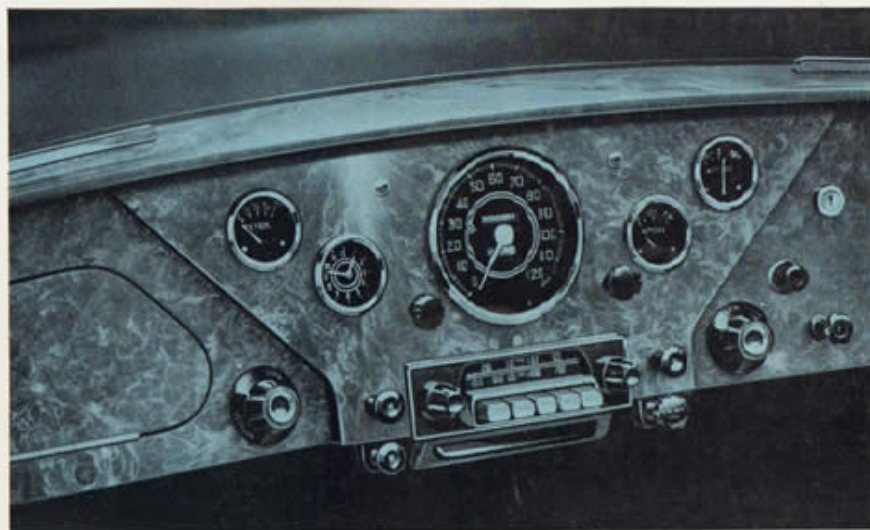
Handsome chromium plated hub caps which incorporate a fluted motif similar to that on the famous Daimler radiator.



Twin Windscreen Washers direct two powerful jets of water on to the windscreen, effectively removing, in conjunction with the wipers, all dirt or mud thrown up by vehicles ahead.



Spacious luggage compartment with counterbalanced lid and internal illumination. Spare wheel is carried in a separate tray below.

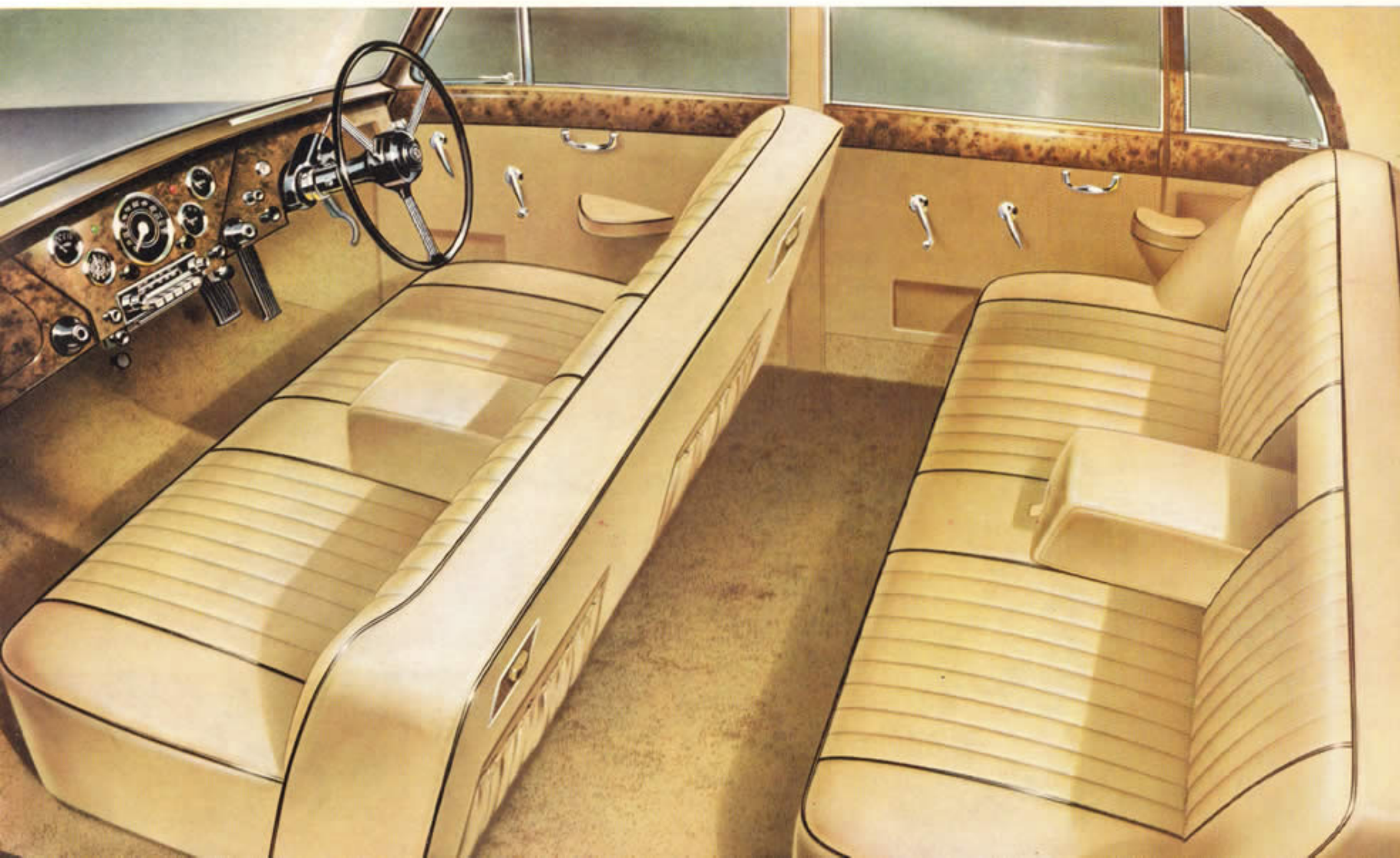


An Elegant Instrument Panel

Mounted on a rich walnut veneered fascia panel is a complete range of instruments. Speedometer, Ammeter, Temperature Gauge, Fuel Gauge and Clock. Black faced with markings in white they are clearly visible and the instrument lighting is controlled by rheostat. Lighting switches, heater and petrol reserve controls, etc., are readily accessible and easy to operate. Provision for the fitting of radio is made in the centre of the panel as shown in the photograph. (Radio is fitted as optional at extra charge.) A large lockable glove box is fitted at the nearside.



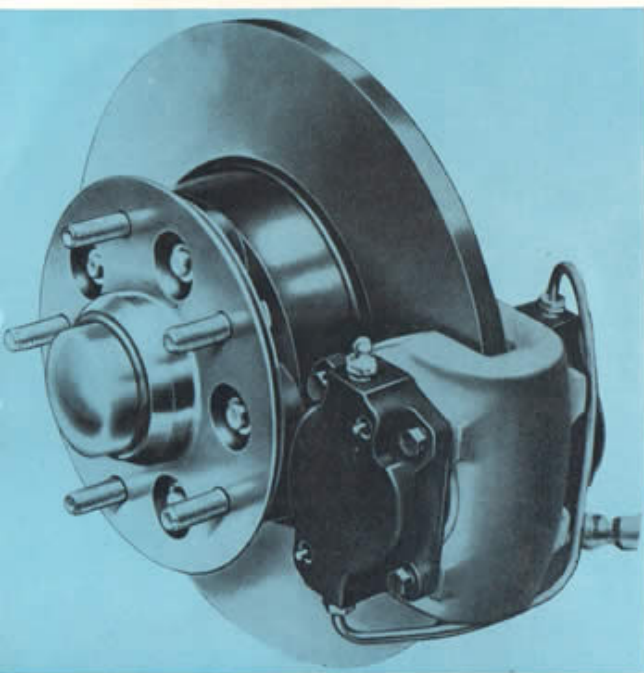
Built-in comfort and luxury



Four, five or six people ride in comfort on those deep-sprung seats, in fact, here is a car that really does provide elbow room for three full size men on the rear seat. Genuine leather upholstery, rich pile carpeting, walnut veneered facia and cappings, upholstered footrests—these and a host of other features combine to make every journey an adventure in luxury for driver and passengers alike.

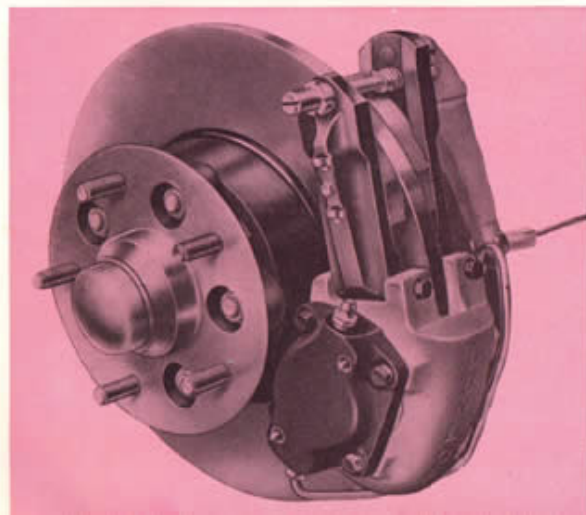
Alternative front seating to that shown in this illustration is available with two individual bucket-type seats, each separately adjustable and fitted with individual armrest. These seats are each fitted at the back with occasional polished walnut tables which fold up flush into the rear panel of the seat when not in use. Bucket-type seats are supplied to choice at additional cost.

with DISC-BRAKES —

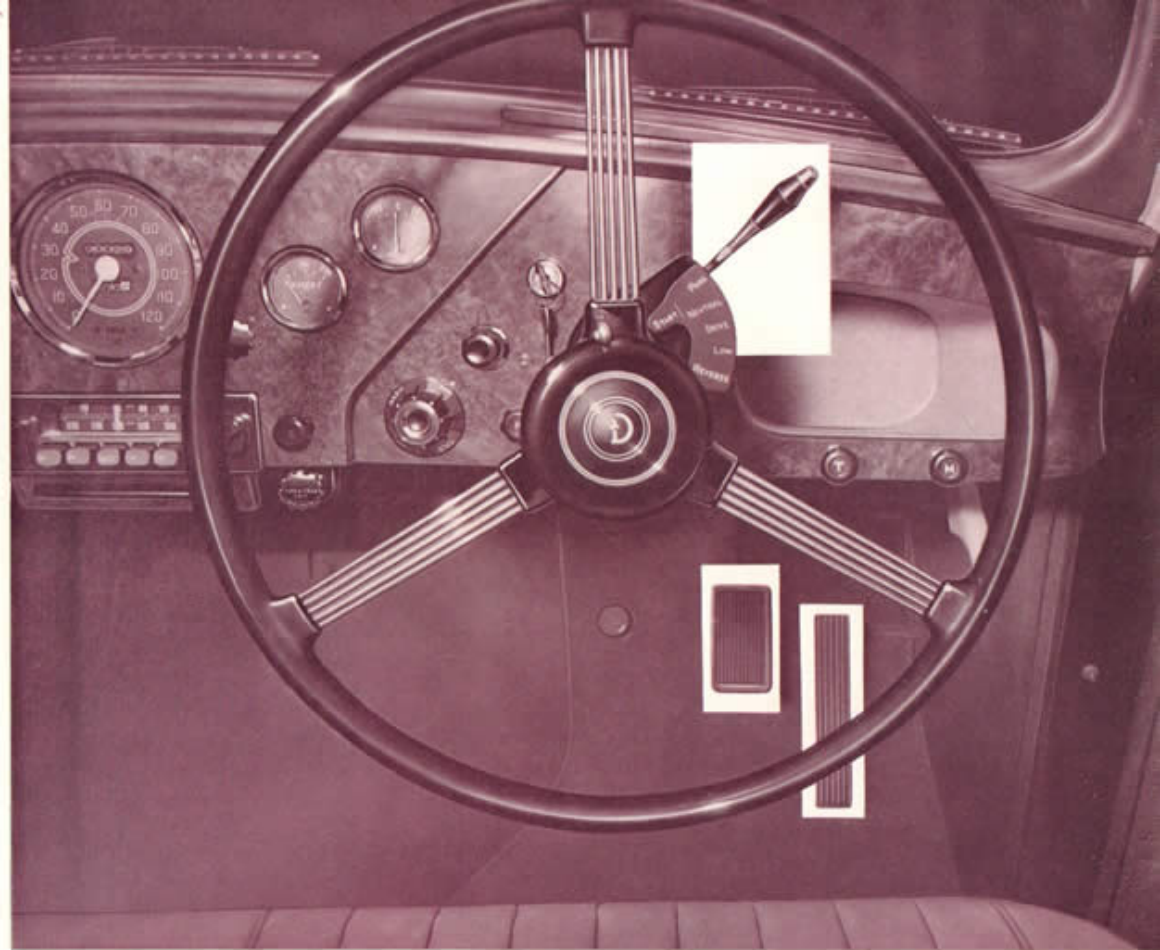


When the Daimler MAJESTIC was in its design stage, earnest consideration was given to the question of brakes. Conventional drum brakes had already reached the ultimate, and a car with the size and performance figures of the MAJESTIC needed exceptional brakes. It was finally decided to standardise disc brakes. These provide the complete answer to the many problems involved in braking a large fast car.

The many advantages of disc brakes include perfect progression of braking according to pedal effort, absolute freedom from overheating and brake-fade, automatic balancing and adjustment throughout their long life and truly tremendous stopping power allied to light pedal pressure.



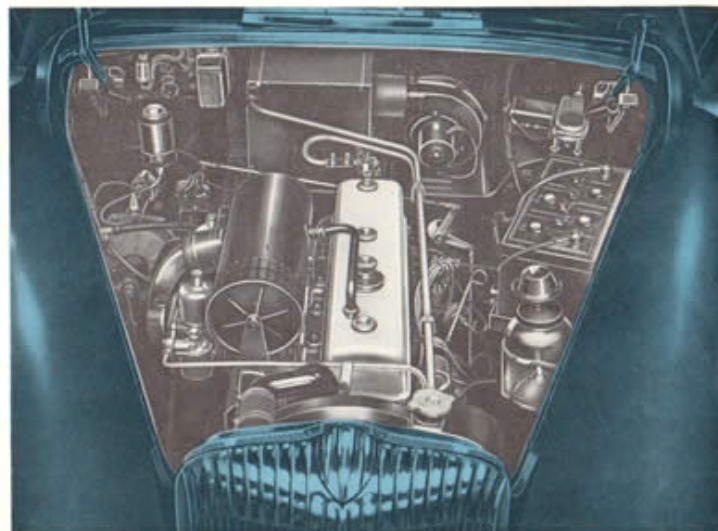
◀ These photographs show the simplicity and robustness of the disc brake. Fully exposed to the air, the disc is quite unaffected by heat or water. The independent handbrake operation is depicted in the lower illustration.



and Automatic Transmission

For "automatic transmission," read "supreme ease of driving". That is exactly what the term means. Having started the car, move the lever to "Drive," release the handbrake and accelerate away—up to 100 miles an hour, if you wish. No gears to change, no clutch to operate—all that is taken care of, quietly, automatically and with absolute precision. For all normal driving conditions, in town and country, you use only the accelerator and brake pedals. What could be more simple? Ingenious safety devices prevent accidental abuse and emergencies are catered for, both engine and transmission responding immediately to your wishes. The automatic operation of the transmission can be controlled by the driver and either "Low" or "Intermediate" ratios retained as long as required, as for example when descending a long steep hill and maximum engine braking effect is desirable. With driving manipulations cut by 70 per cent, disc brakes and Daimler standard of luxury, the MAJESTIC is truly a car for the connoisseur.

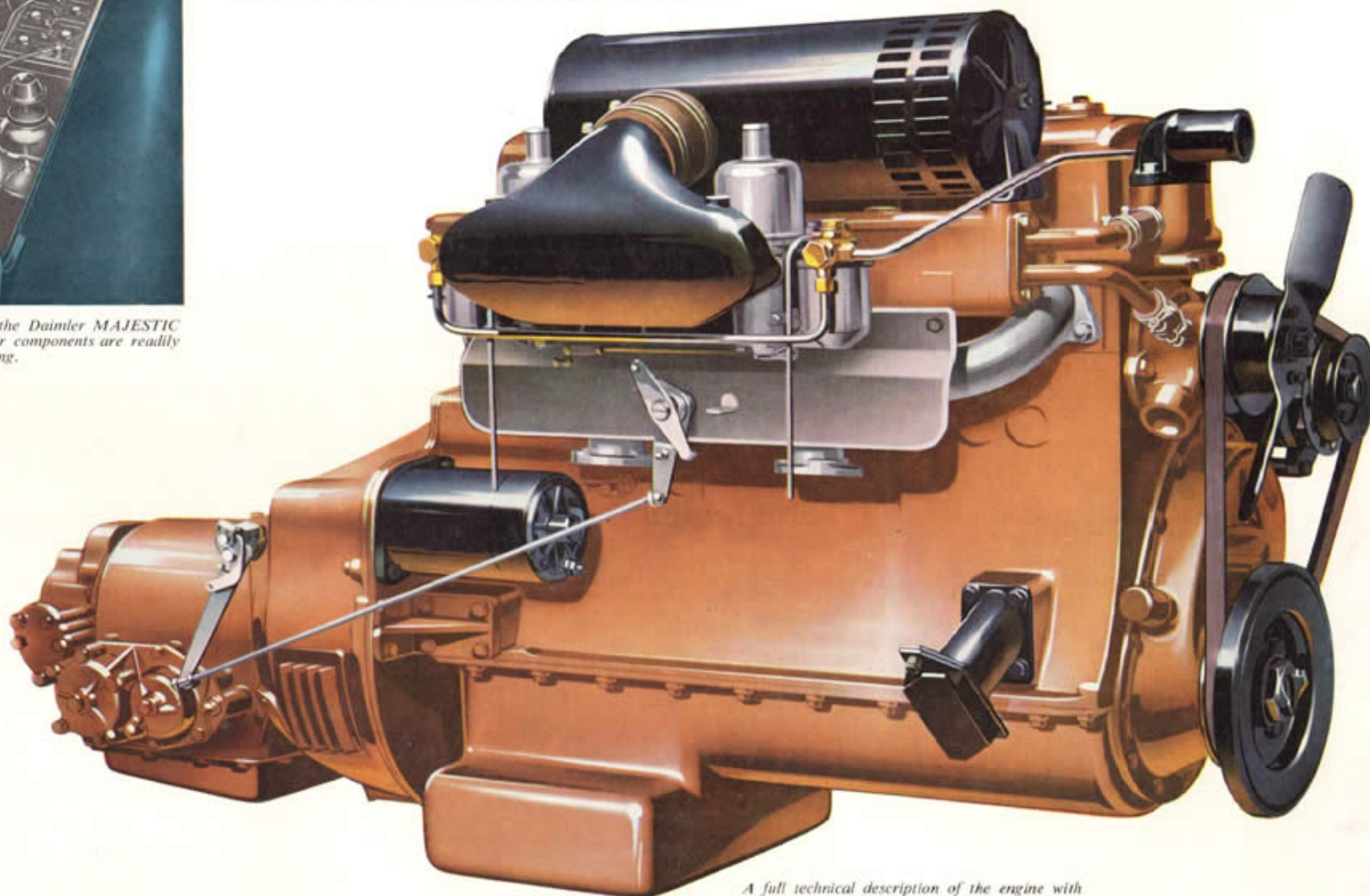
The MAJESTIC 3·8 litre Engine



The engine compartment of the Daimler MAJESTIC is arranged so that all major components are readily accessible for routine servicing.

SPECIALLY DEVELOPED for the 3.8 litre Daimler MAJESTIC this engine incorporates many items of technical interest. The lubrication system is particularly thorough, all bearings, main, camshaft and valve gear being positively lubricated. The pistons are die cast heat treated aluminium alloy. The camshaft, driven by a triplex roller chain, has special ramp profiles for silent operation. Dual valve springs are fitted. The big-end bearings have steel backed white metal liners. In the cooling system jets are provided to direct water to the outside of the exhaust ports and spark plug bosses. Twin horizontal S.U. carburettors give instant starting, smooth running at all speeds, and commendable economy.

The heart of the MAJESTIC is this new magnificent six cylinder engine designed and built to the highest possible standards of quality, performance and reliability—standards which are so traditionally Daimler. Developing 147 B.H.P. the MAJESTIC engine provides a brilliant performance with exceptional smoothness and silence. The automatic transmission adds the last word in refinement and luxury to this fine unit.



A full technical description of the engine with dimensions will be found overleaf.

The Daimler MAJESTIC

SPECIFICATION

Engine In line six cylinder water cooled. O.H.V.; Bore 3.4 ins. (86.36 mm.); Stroke 4.25 ins. (107.95 mm.); Cubic capacity 231 cu. ins. (3794 c.c.); Aluminium alloy cylinder head; Compression ratio 7.5 : 1; Twin S.U. Carburettors; Air Silencer; Four bearing crankshaft statically and dynamically balanced; Max. B.H.P. 147 @ 4400 r.p.m.; Max. torque 209 lbs. @ 2800 r.p.m.

Ignition System Coil and distributor with auto and vacuum control. Vernier adjustment to suit varying fuel grades.

Fuel System A.C. mechanical fuel pump with hand priming lever.

Lubrication System Submerged gear type oil pump driven from camshaft. Full flow oil filter. Sump capacity 12½ pints (7 litres).

Cooling System Pressurised radiator with fan, pump and thermostat control for rapid warming up. Capacity (inc. radiator) 23½ pints (13.5 litres).

Chassis Frame Cruciform braced boxed section for rigidity and strength. Built-in jacking points.

Automatic Transmission Provides three forward ratios and reverse, operation is entirely automatic. The transmission comprises a torque converter with a planetary gearbox giving the following reductions. Low 2.308 : 1. Intermediate 1.435 : 1. Reverse 2.009 : 1. Torque converter Output/input ratio from 2 : 1 down to 1 : 1. An intermediate gear lock is provided under the driver's control from the fascia.

Rear Axle Hypoid type, Ratio 3.92 : 1.

Steering Burman Re-Circulating Ball type, worm and nut. Ratio 19 : 1. Turning circle 42 ft. Spring spoke steering wheel 18 ins. diameter on telescopic adjustable column.

Suspension Independent front suspension using coil springs. Half elliptics at rear. Hydraulic telescopic shock absorbers front and rear. Torsional stabilizing bar at front.

Disc Brakes. The newest and finest car braking system. Completely fade-free under all conditions, tremendously powerful yet, being servo-assisted, require only light pedal pressure. Adjustment of pads is entirely automatic and pedal movement remains constant. Handbrake operates on rear discs from new suspended hand lever mounted on body scuttle.

Wheels Pressed steel disc wheels with 6.50 × 16 tubeless tyres. Unique Daimler fluted design wheel hub caps and wheel embellishers.

Electrical Equipment 12 volt, 64 amp/hour (at 10 hour rate) capacity battery in engine compartment. Headlamps built into front wings with separate sidelamps visible to driver. Separate front flashers below headlamps. Fog lamps, mounted above bumper. Rear/Stop reversing lamps, reflectors and flashers grouped as twin units in rear wing. Two interior courtesy/reading lamps, door operated, with independent switches for reading lamp filaments.

Rear number plate lamp. Two self parking 2-speed screen wipers. Twin wind-tone horns. Powerful heater and demister with external air supply from scuttle grille. Twin screen washers.

Instruments and Switches Speedometer with trip and total mileage. Petrol gauge. Water temperature gauge. Ammeter. Clock. Cigar lighter. Ignition switch incorporates starter switch. Lighting Switch incorporates Head, Side, Tail, Fog, separate switch for right-hand fog lamp. Foot dip switch. Superb walnut veneered fascia. Provision for radio as optional extra.

Petrol Tank In rear boot with a reserve control on the fascia board. Capacity 18 gallons (81.9 litres), including 1½ gallons (7.9 litres) reserve.

Body Six light, six seater with four forward hinged doors. Curved wind-down door glasses. Front and Rear opening quarter lights. Curved windscreen and large curved rear window. Full width front bench seat with folding centre arm rest. Luxurious foam rubber seat foundations covered finest quality hide. Folding centre arm rest to rear seat. Head lining in PVC. Stainless surround to windscreen and rear lighting units, all other bright parts finest chromium plating. Capacious luggage compartment with light controlled with opening of boot. Spare wheel in tray under boot. Fine quality carpets with felt underlays. Walnut veneered door cappings.

Standard Colour Range

Single Colours	Upholstery	Piping
Black	Ivory	Black
Black	Beige	Black
Black	Maroon	Black
Black	Grey	Black
Tudor Grey	Maroon	Grey
Tudor Grey	Grey	Grey
Maroon	Maroon	Grey
Moss Green	Green	Cream
Moss Green	Beige	Green
Cream	Ivory	Black
Cream	Maroon	Cream

Dual Colours (Extra Cost)

Black/Silver Grey	Maroon	Grey
Black/Silver Grey	Grey	Grey
Black/Cream	Maroon	Cream
Black/Cream	Ivory	Black
Maroon/Tudor Grey	Maroon	Grey
Mushroom/Cream	Ivory	Black
Black/Tudor Grey	Grey	Black
Black/Tudor Grey	Maroon	Grey

General Dimensions

Wheelbase	9ft. 6ins.	(2895 mm.)
Wheel track, front	4ft 8ins.	(1422 mm.)
Wheel track, rear	4ft. 9ins.	(1448 mm.)
Ground clearance, unladen	7ins.	(168 mm.)
Overall width	6ft. 1½ins.	(1861 mm.)
Overall height	5ft. 2½ins.	(1594 mm.)
Overall length	16ft. 4ins.	(4978 mm.)
Turning circle	42ft.	(12800 mm.)
Weight of car, dry	34½ cwt.	(1753 kgs.)
Weight of car ready for road	36 cwt.	(1829 kgs.)

Extras

Radio is supplied as optional extra at additional cost. Suitcases are shown in luggage boot on page 4 for illustration purposes only and are not included in the standard specification.

CONDITIONS OF SALE

Daimler cars are offered subject to Conditions of Sale set out in the Company's Purchase Agreement Form. The right is reserved to alter any detail of price, specification or equipment without notice.



THE DAIMLER COMPANY LIMITED

COVENTRY

ENGLAND